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Market Development Reports

Food Business Line

Periodic Press Translations from ATO Tokyo

2004

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Report Highlights:

From America's largest overseas food and agricultural export market as translated from Japan's mass media and food industry news. This issue includes: *Aeon* plans to open one of the largest shopping complexes in Saitama Prefecture as early as 2006; The market size of jelly-type beverages reached at least 40 billion yen in 2003; *Sapporo Beverage* is to become the exclusive sales representative for *Ocean Spray Cranberry* products; *Jyojyo-en* will begin using a beef trace-back system ahead of the Beef Traceability Law's requirement in December and; New Zealand "Gold" kiwi sales increased by 70% in May.

Includes PSD Changes: No
Includes Trade Matrix: No
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Retail/Wholesale

- *Aeon* plans to open one of the largest shopping complexes in Saitama Prefecture as early as 2006. The planned mall will house three or four anchor stores such as supermarkets and department stores as well as up to 200 specialty stores in just over 120,000 sq. meters of floor space. (a 6/16)
- According to the survey by the Nikkei Marketing Journal on the sales ranking of Japanese retailers in 2003, the top performers in their categories were: *Seven-Eleven Japan*, the food sector; *Takashimaya*, department store clothing and; *Yamada Denki*, in the household and electronics/appliances sectors. (b 6/24)

Food Service

- No Significant Articles

Food Processing/New Products/Market Trends

- According to the Nikkei Marketing Journal's POS Data survey on sales ranking of health drinks, five out of top 10 products were *Morinaga Seika's* "Weider in Jelly" series. "Weider in Jelly" is a nutritional jelly-type drink packed individually in an aluminum package. It has a variety of flavors and functions such as "Fiber-in" (added) and "Collagen-in" products, as well as the original "Energy-in" and the "Multi-vitamin" products. The latter serves conveniently as a substitute for a busy person's daily meal. According to a major beverage manufacturer, the market size of jelly-type beverages reached at least 40 billion yen in 2003, which is about 3.6 times its size in 1996. These beverage products are expected to continue two-digit growth in 2004. Jelly-type nutritional drinks also have potential for nursery foods for the elderly who may have difficulty in swallowing solid food. (b 6/19)
- The sales growth of Japanese *shochu* distilled liquor continues for the sixth consecutive year. In fact, the sales increased by 19.1% in the last fiscal year ending March 2004 compared to previous year and, is still growing. (Shokuryo Jyokai 6/21)
- *Sapporo Beverage* reached an agreement with *Ocean Spray Cranberry* to handle exclusive sales of its brand in Japan. Its first product is a bottled cranberry juice that is to be introduced in September 2004. (a 6/30)

Food Safety/Consumer Awareness

- Prior to the enforcement of the Beef Trace-Ability Law in December, up-scale *yakiniku* grilled beef chain restaurant operator, *Jyojyo-en*, plans to introduce a beef trace-back system in September. The Beef Trace-Ability Law that had required all domestic beef producers and livestock organizations to submit ID numbers in December 2003, now requires all retailers

and restaurants (where majority of sales comes from beef dishes), to disclose its information and records to customers starting in December. (b 6/24)

ATO/Cooperator/Competitor Activities/Trade Shows

- According to *Meat and Livestock Australia*, total export quantity of lamb meat to Japan increased by 61% in May this year compared to the same month last year. (b 6/24)
- New Zealand “Gold” kiwis are selling well. Total sales increased by 70% in May compared to the same month last year, and inquiries from retailers are still being received. Enjoying its third year of marketing in Japan, *Zespri International Japan*, the kiwi marketing representative and shipping agent says, the main reason for good sales is its popular TV commercial that contributed to raising consumer awareness. (b 6/24)

∞ Sources ∞

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|----------------------------------|---|
| (a) The Japan Economic Newspaper | (b) The Nikkei Marketing Journal |
| (c) The Japan Food Journal | (d) The Beverage & Food News Commentary |
| (e) The Japan Food News | (f) The Food Industry News |

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